

Journal



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The global trends in modern political media studies

The subject of study

Prof. Dr. Rizk Saad Abd EL Moaty

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Abstract

Saw the field of media political developments noticeable in the last forty years is not in the field of scientific research only, but extended to include versions of specialized scientific, teaching in universities and educational institutions and professional specialization and practices applied in specialized institutions, it was a response of the current trendsetter of many variables, making contact political as a field research has raised the attention of many researchers, and saw the efforts systematic and theoretical and practical, in order to further the effectiveness of its performance, has also led technological developments job done to the field of political communication, to the multiplicity of views on the effects and roles and its implications for the various levels of scientific, social, economic, and political.

Based on the above will researcher monitoring studies that include global trends in modern studies of the political media in the international field and the local and regional levels in the area influenced by communication technology, as well as determine its policies future in the context of the various activities that are related to it; then the researcher to limit the number of studies that have reached nearly from (142) study of them (51) study Arabic and about (91) the study of a foreign, were all papers research addressed the study and analysis of the phenomenon - Based Search - despite the different metrics and the diversity of tools and methodological procedures that were adopted by various studies in this context.

And to identify the global trends in studies of modern political media study is divided into six major themes, followed by extraction and the types of research methods and tools used in the study axes, then its findings and recommendations.

Recommendations

- study recommends continuing to discuss mechanisms to improve political communication over the Internet, and to improve the climate of citizen journalism, and without a doubt, the next decade will provide fertile ground for researchers interested in exploring the role of the Internet in facilitating or hindering political communication; It is not enough political party to launch a Web site strong and distinct from hand-

built and content provided through it, but more importantly, that the achievement of a strong presence of this site on the Internet and it ensures the site was the largest possible segment of the target audience, and this audience is achieved by the spread of the site heavily through various search engines, and the announcement of the name of the site , as well as providing direct links to him at various locations.

- study recommends an increase of available spaces in the media to educate the voters about the programs of parties and programs of the candidates in the elections, where indicated most of the studies that voters at least know the programs the candidates are at least participate in the voting and voters the most knowledge of the programs the candidates are most inclined to vote, and this definition of the electorate programs partisan and programs of the candidates could increase voter turnout to make the decision to vote and its implementation, as well as the realization of the principle of equivalence media, and equality between the parties, the state and the opposition parties regarding the use of national newspapers as well as radio and television, and even the opportunity for all political currents to display their election programs, instead of the focus of the national media on the stream without the other.

- must play the Arab media a more active role in the face of authority and to express the demands of the Arab masses and deepen the knowledge and instilling the values of a culture of democracy and respect for human rights and strengthen the participation and achievement of social peace, which in turn requires increasing the area of freedom in front of the media and the lifting of censorship and restrictions imposed by the Authority political.

- necessary to consider new media tools to communicate and interact on the Internet an essential source of information and the disclosure of the issues and problems are absent and the expression of opinions and views, and the greater use of these sites among members of the community led then to the high levels of political participation and widening the expression of public opinion ; therefore, the researcher recommends the importance of knowing the size of the real role of the new media on the political development of the communities, with the necessary conditions to identify those means to play the role of real political participation in the various countries of the world.

- with respect to the effects of the media on the knowledge of the public and political orientations, the researcher recommends the need to embrace the study of a range of variables affecting the ability of the media in shaping public opinion, the most important to recognize individuals for the attributes of the media, and the habits and trends of the social environment that makes individuals accept them or avoid them; which affects the ability to deliver content, and thus affects the ability to influence public opinion.